044-454-4440-00E47

CONTRACT APPROVAL REQUEST

Promotion: *VIVA MEXICO*

Vendor: Henry Cardenas & Associates, Inc.

Financial Impact: 1998 - $20,000; $10,000 due upon execution of contract; the balance of $10,000 due by June 22nd

1997 - $20,000

Project Manager: Yvette Robinson

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangements for participation in the Viva Mexico to be held June 28th in Chicago, IL. This festival involves kiosks, signage, and name generation activities.

As the exclusive tobacco sponsor, Philip Morris will have a major presence at this event through:

- Distribute incentive items and conduct name generation activities at three kiosks among smokers 21 years of age and older;
- Hang banners and signage on and around kiosks and at other locations throughout the event site;
- Recognition in advertising placed in connection with the event.

Budget Implications:

This sponsorship fee has been budgeted in our 1998 program.

Approvals:

Y. Robinson — 5/11/98

J. Fontanez — 5/14/98

I. Broeman — For your signature

Finance
P. Datta — 5/26/98

Risk Management
K. Corveddu — Attached

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* Date Change - 7/19

Source: https://www.industrydocuments.ucsf.edu/docs/nflm0004